

PAID

JUL 31 2023

CITY OF NEGAUNEE



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319 West Case Street, Negaunee, Michigan 49866, Phone: 906-475-7700 ext. 11 Fax: 906-475-0178

ZONING PERMIT APPLICATION

(LAND USES PERMITTED BY RIGHT)

| | |
|---------------------------|------------------------------|
| Office Use Only: | Fee Received: \$500.- |
| Case #: _____ | Check Number: 1137 |
| Date Received: 7/31/23 | Permit #: _____ |
| Date of Inspection: _____ | |

APPLICANT: Groom Room Negaunee LLC, Amanda Charavati (Owner)

ADDRESS: 518 County Rd, Negaunee **TELEPHONE (HOME):** [REDACTED]
TELEPHONE (OTHER): [REDACTED]

PROPERTY OWNER'S NAME AND ADDRESS (if not the applicant):
Tom Moyle - Big Pond Properties Contact realty agent: John Martin
46702 M-26 Houghton Mi 49931 [REDACTED]

APPLICANT'S CAPACITY IF NOT PROPERTY OWNER :
 Builder Have Option to Purchase Agent/other renter

PROPOSED CONSTRUCTION SITE ADDRESS (if known): 400 US41E, Negaunee, MI 49866

PARCEL SIZE: _____

PROPERTY DESCRIPTION: commercial

NEAREST INTERSECTION: Goix st, US41

STREET FROM WHICH DRIVEWAY WILL ACCESS: US41

PARCEL (tax) NUMBER: 52 - 53 - _____ - _____ - _____

PROPOSED USE:
 Single Family Home Two Family Home
 Multi-Family Home Addition
 Commercial
 Other (describe) Dog Boarding Kennel - Special Land Use

How Many Accessory Buildings Currently on Property? 0

Exterior Dimensions of Proposed Structure: Fence 44.33 x 34 ft = 1507.22 sq ft

Height of Structure and # of stories: 7 ft 9 in Square Footage of Structure: 1507.22 sq ft

Is the Proposed Structure constructed of similar materials and have the same general appearance as the principal building?

Will the structure be used for a business or home occupation? business

Cost of Construction:

Builder's Name:

Builder's State License #:

ATTACH PLOT SITE PLAN AS SPECIFIED IN CHAPTER 1283 OF THE CITY OF NEGAUNEE ZONING

ATTACH EVIDENCE OF PROPERTY OWNERSHIP.

LIST ANY ADJACENT PARCELS UNDER THE SAME OWNERSHIP:

AFFIDAVIT:

I agree the statements made above are true, and if found not to be true, any zoning permit that may be issued may be void. Further, I agree to comply with the conditions and regulations provided with any permit that may be issued. Further, I agree the permit that may be issued is with the understanding all applicable sections of the City of Negaunee Zoning Ordinance will be complied with. Further, I agree to notify the Zoning Administrator of City of Negaunee for inspection before the start of construction and when locations of proposed uses are marked on the ground. Further, I agree to give permission for officials of City of Negaunee, Marquette County, and the State of Michigan to enter the property subject to this permit application for purposes of inspection. Further, I hereby certify that the proposed work is authorized by the property owner, and that I have been empowered by the owner to make this application as his/her selected agent. Finally, I understand this is a zoning permit application (not a permit) and that a zoning permit, if issued, conveys only land use rights, and does not include any representation or conveyance of rights in any other statute, building code, deed restriction or other property rights.

Signed: AK Chawari

Date: 7/28/23

Office Use Only:
 Approved Denied

Zoning Administrator

NOTE: Property lines & locations of proposed uses must be marked on the ground before a permit will be issued unless not applicable.
Applicant must notify the Zoning Administrator when the property is marked and ready for inspection.

 Is marked at this time.

4277 ft

3954 x 43354

754

Hopscotch Lane 8 Pk Bath Stacking Cups, Plastic |Baby &... \$3.97 Shop now Walmart

4277 ft²

2D

Visit

Up

Hopscotch Lane 8 Pk Bath Stacking Cups, Plastic |Baby &... \$3.97 Shop now Walmart



A Business Plan for The Groom Room Negaunee
Submitted by: Owner, Amanda Ghanavati
Address: 518 County Rd, Negaunee
Phone: 906-236-4837
Email: amanda.ghanavati@gmail.com

Statement of Purpose:

This business plan outlines a request for funding in the amount of \$34,275.

Specifically, these funds will be used for the following:

- \$14,275 Equipment -
 - Cage Dryers - \$385 x 2
 - Cage Bank - \$2,265
 - Stand Dryer - \$560
 - Bathing Tubs - \$6,000
 - HV blowdryers- \$560 x3
 - hydraulic tables- \$1500 x2

- \$ 12,500 Building Renovations -
 - \$ Converting leased space in Negaunee to new shop
 - Build lobby/retail space
 - Build private self serve Dogwash
 - Build 4 grooming stations
 - Build Bathing room
 - Build boarding area/kennels
 - Build fenced in outdoor area for dogs

- \$7,500 First 3 months rent while renovations are completed

The attached financial forecasts are based upon the current/past sales and expenses of the company. Our forecasts include our current revenue streams and the projections indicate the ability to service the projected debt while realizing a net income of \$55,642 in Year 1, \$143,070 in Year 2 and \$159,355 in Year 3.

Business Description

Vision:

Become the go-to dog grooming facility in Negaunee. Maintain the business's projected success and fill our client list. Proficient groomers would allow the Owner, Amanda, to oversee potential expansion projects and focus on management duties. Expanding the business to larger square footage and more power capacity will enable Amanda to hire additional staff and take on more clientele, provide daycare and boarding services, provide a self service "dogwash", all for additional revenue.

Mission:

To provide top of the industry boarding and aesthetic services to dogs.

Values:

Dog Groomer Promise- I will love your dog. I will care for your dog. I will be patient and kind. I will do what is best for your fur baby no matter what. I will stand by the fact that comfort must come before vanity.

Site Use Plan

The site we will be moving to is located in the complex of 400 US41 E in Negaunee, suite 106. I have attached a diagram of the proposed buildout. The main part of suite 106 will be used as a grooming facility and daycare, while the old loading dock warehouse will be used as a kennel. Their play area will strictly be indoors in the main area of suite 106.

There will be a fenced in area off of the east side of the loading dock warehouse that will be used as an outdoor potty area for the dogs between the hours of 7am and 10pm to comply with local noise ordinance. If, in case of emergency, a dog needs to use the potty between 10pm and 7 am, there will only be one dog at a time. The fence will be an 8ft privacy fence to reduce the risk of dogs barking at cars and passers-by. The fenced in area will be covered in pea gravel, and cleaned twice daily to reduce odor.

Scope of Business Services:

The following outlines the scope of services provided by The Groom Room, unique aspects of the business, operating hours, service abilities, and accredited licensing held by the owner.

Grooming Services

- a. **Small Breed De-shed Treatments-** Starting at \$30 · 1 hour 30 minutes and up. Includes Natural Dashed bath, nails, ears, glands, teeth, and light trimming. Extra de-matting charges may apply. Pugs, some Pomeranians, papillon, some long hair chihuahua, any dog with a lot of shedding, not requiring a full haircut, under 20 lbs.
- b. **XSmall breed Full service-** Starting At \$40 · 1 hour 30 minutes and up. Includes bath, blowout, full-body cut, anal glands, teeth, nails, and ears. Additional dematting charges may apply. Under 10 lbs Yorkies, small ShihTzu, long hair chihuahua, pomeranians, maltese etc..
- c. **Small Breed Full-Service-** Starting at \$50 · 1 hr 30 min and up. Includes bath, blowout, full body cut, anal glands, teeth, nails, and ears. Additional dematting charges may apply. 10 to 20lbs, mini poodle, larger shihtzus, larger shihtzu mixes and mini poodle mixes, Maltese, mini-schnauzer etc...
- d. **Medium Breed De-shed Treatments-** Starting At \$60 · 1 hour 45 minutes and up. Includes Natural Dashed bath, blowout, nails, ears, glands, teeth, and light trimming. Extra de-matting charges may apply. Aussies, and any long hair shedding dog between 20-40 lbs.
- e. **Medium Breed Full-Service-** Starting At \$75 · 2 hours and up. Includes bath, blowout, full body cut, anal glands, teeth, nails, and ears. Additional dematting charges may apply. Spaniels, Cavaliers, mini-doodles (\$60+), and any non shedders between 20-40 lbs.

Large Breed De-shed Treatments- Starting At \$75 · 2 hours and up. Includes Natural Dashed bath, blowout, nails, ears, glands, teeth, and light trimming. Extra de-matting charges may apply. Huskies, Golden Retrievers, Collies and any long hair shedding dog over 40 lbs. Giant breeds such as Newfies, St. Bernard, Bernese Mt, Gt Pyranese, Malamute, etc start at \$90.
- f. **Large Breed Full-Service-** Starting At \$90 · 2 hours and up. Includes bath, blowout, full body cut, anal glands, teeth, nails, and ears. Additional dematting charges may apply. Standard poodles, doodles, and any non shedders between 40-70 lbs. Giant doodle breeds start at \$100
- g. **Large breed bath and nails-** Starting at \$50 · 1 hour 30 minutes and up. This includes a bath, towel dry, anal glands, ear cleaning, nail cut and file, and teeth cleaning. Ideal for short hair large breeds.

- h. Small Breed Bath and Nails- Starting at \$25 · 1 hour and up. This includes a bath, towel dry, anal glands, ear cleaning, nail cut and file, and teeth cleaning. Ideal for small breed short hair dogs.
- i. Cat grooming- Starting At \$75 · 1 hour and up. Includes a full body shave, nail clipping, bath, and dry. Extra charges may apply for additional time spent dematting, or for accommodating behaviors.

Kenneling Services

- a. daycare- \$25 for an 8hr day, in open play area
- b. boarding- \$100 per 24hr period in private kennel, \$20 for additional pets in family to share kennel

Self Service Dogwash

\$20 per hour to rent the private Dogwash room. Includes a bath, grooming table, and high velocity blowdryer. Clients will bring their own equipment otherwise.

Unique aspects of the Grooming business

We will take dogs that other businesses will not. We make sure to spend time and tailor to each dog's unique needs and develop a difficult-impossible dog to groom, into a model dog grooming example.

We also pride ourselves on our level of service and attention to detail that goes beyond services available in the area. We provide additional services with each grooming like Full skin assessments and condition reports to use with veterinarians as well as toes, ears, and gland expression. This makes us a trusted authority on canine care.

To further set ourselves apart, our owner will be pursuing their CCE - Certified Canin Esthetician license. This includes a 4-week training course that will allow The Groom Room to service clients and dogs at a certified level moving forward.

Operating Plan

Grooming- We currently are open 4 days a week, January through December for grooming. As we continue to see growth, once the schedule fills while operating at 4 days/week, we will adjust the schedule to include an extra working day - 5 days a week (equals 20 total extra working

hours) - Mid-April through August (likely Spring of 2023). The bullet points below detail various breaks or adjustments to the operating plan based on holidays and workflow.

1. January - One week off for holidays
2. April - Close the week before Easter
 - a. Typically poor weather and spring break leads to a slower month (increased cancellations, more snow days)

Kenneling- Daycare services will be offered Monday through Friday, 8am to 6pm. Any time or days outside of this will be subject to boarding fees. Boarding fees will be offered 7 days a week, weekends and holidays included. Holiday fees will apply at 150%, as employees will be paid time and a half. This will include major holidays: Christmas eve, Christmas, New Years Day, Memorial Day, 4th of July, Labor Day, and Thanksgiving Day.

Grooming Production Capabilities

- a. When open 4 days/week
 - i. 8-12 dogs/day = 160 dogs/mo (10/day; 4 days/wk), 192 dogs (12/day, 4 days/wk)
 1. Projected ~ 146 dogs *not including cats, non-recurring additional services, and tips
- b. When open 5 days/week
 - i. 10-12 dogs/day = 200 dogs/mo (10/day, 5 days/wk), 240 dogs (12/day, 5 days/wk)
 1. Projected ~ 176 dogs *not including cats, non-recurring additional services, and tips

Pricing:

Pricing is based on industry standards and accounts for the quality of services provided by The Groom Room. The following outlines starting prices of service categories and their associated costs.

Grooming

- Small Breed De-shed Treatments (\$30)
- Small Breed Full-Service (starting at \$50)
- Medium Breed De-shed Treatments (\$60)
- Medium Breed Full-Service (starting at \$75)
- Large Breed De-shed Treatments (\$75)
- Large Breed Full-Service (starting at \$90)
- Extra Large Breed Full-Service (starting at \$100)

Kenneling

- 8hr weekday daycare (\$25)
- 8hr weekend daycare (\$50)
- 24hr Boarding (\$100)
- 24hr holiday boarding (\$150)

Cost of Goods Sold (COGS)?

1. Labor 244,485/yr
2. Supplies 3460/yr
3. Credit card fees 7,731/yr

Location:

The Groom Room is located on a high-traffic road in Negaunee that is highly visible and easily accessible. This makes us easy to access for both new and recurring clients. With updates to our signage and facade, our location's effectiveness will increase.

Target Market / Customers:

Target Customer

Our target customers are typically female, in their 20s-60s, making approximately \$52,000+ per year. Many of our customers work or are stay-at-home parents and they find and interact with us on FaceBook. They live in Marquette County and are willing to pay for the upkeep of their dog and schedule recurring appointments at our recommended frequency. Many of our customers are people with high-maintenance dogs that have done a lot of research and spent a lot of money purchasing their dog, so paying a lot for grooming is a no-brainer.

When it comes to their pets, they see and appreciate The Groom Room's attention to detail. They care more about their dog's health and happiness than money or time spent and they want the best experience possible for their dog when they come in. They frequently take their pets on walks and they seek out suggestions when it comes to how to best care for their pets (food, brushes, treats, at-home products). Clients often go as far as to celebrate dog birthdays.

Target Market

While the Groom Room services many breeds of dogs as well as cats and various household pets, our target market is owners of Doodle breeds. As a breeder and long-time owner of Doodles, the owner of The Groom Room has developed a niche service when working with this specific breed. This is particularly attractive for Doodle owners as the services they receive can become very tailored and personalized for their dogs' needs.

The owner has developed relationships with many of the local Doodle Breeders that has compounded The Groom Room's client list and provided a sustainable source of new clients. These clients are often recurring customers, booking grooming in advance, and seek out information specific to the Doodle breed.

Competition:

Three local groomers have cut down grooming or stopped completely leaving a gap in the grooming market. Below describes the largest competitors The Groom Room faces.

- Poets Pet Parlor, Marquette
 - +Strengths: High volume, experience, quality, boarding services
 - weaknesses: booked out several months. 1 groomer just retired.
- Pawrific, Ishpeming
 - + Strengths: Location, obedience training
 - Weaknesses: Inexperienced, poor customer service, doesn't like mixed breeds. Retiring and not accepting new clients.
- Doggy Styles, Ishpeming
 - + Strengths: experienced, talented
 - Weaknesses: 1 groomer, business has changed hands several times in a few years. Recently fired a bunch of clients and not accepting new ones.
- Pet Smart, Marquette
 - + Strengths: High volume, speed
 - Weaknesses: no attention to detail, very expensive, high turnover for groomers.

How we compare

The Groom Room is set apart from these businesses in many ways including pricing, quality, convenience, location, and diversity of products. Our pricing matches others in the county but offers more services within that price for no extra charge. This includes full skin assessments, nails, ears, anal glands, tick removal, and condition reports. These are often the added services that clients need most but choose not to groom because it becomes too costly.

By offering these additional services in our base packages, we also demonstrate the quality of service offered at Groom Room. This will be supplemented by the owner's upcoming CCE certification, meaning overall better experiences for pets visiting The Groom Room. The quality of our service is also tied to the work we do with owners to help their dogs adapt to the grooming environment. This practice demonstrates The Groom Room's dedication to clients' dogs and their overall experience.

When it comes to convenience, we offer Saturday and after-hour appointments to cater to busy/working customers that often cannot make appointments at other locations because of their schedules. We are also located on the main back road in Negaunee, making us easy to find and access. It is also important to note that The Groom Room is the only groomer currently open in Negaunee.

Finally, the products we use cater to the needs of individual dog breeds (including dogs with skin conditions, elderly dogs, dogs with missing limbs, aggressive dogs, dogs with anxiety, etc.). We only use top-of-the-line organic supplies and use equipment that accommodates the needs of the various dogs that walk through the door.

Marketing Plan:

The following section outlines The Groom Room's marketing plan based on target market/customer segments and our various points of contact. This also describes the events we will be attending to increase our image.

We will be focusing on our social media marketing, specifically FaceBook and Instagram to continue growing The Groom Room. The following breakdown describes the goals we have for posting on various sites. These goals will be overseen by the owner, Amanda, with assistance from a Groom Room intern. There is a monthly budget of \$50 set aside for online marketing.

Social Media

- a. FaceBook
 - i. Photos of current and previously groomed dogs (We like to highlight the work that we do by posting photos of current and previously groomed dogs. We also highlight tips, tricks, and fun facts about dogs.)
 - ii. Want to be seen as the place to bring your golden doodle
 - iii. Knowledgeable in the breed - know what's most important for them
 - iv. Full service grooming salon
 1. emphasis on poodle mix-breeds (doodles)
 - v. Highlighting new location
 - vi. Highlighting new kenneling services

- b. Instagram
 - i. Mirrors FaceBook goals
 - ii. No costs associated

Word of Mouth

We currently have a very strong referral network amongst our current customers and fans. We will continue to encourage word-of-mouth marketing by providing business cards in order to help them better direct new clients to us. Client Cards - every new client fills out a form that asks how they heard about our business in order to best determine where to direct our marketing efforts.

Website

We will begin working with a free templated version available online with a formal launch early next year. The end goal of this would be to have online sales/booking available for clients as well as use as a marketing tool.

Business Listings

Google listing - established and has good reviews.

Bing listing - We will create a listing to help with our social media search algorithm.

Yelp

Management Team:

Owner - Amanda Ghanavati

Duties: Operations (maintaining business direction, maintaining books/accounting) Employee Training, Employee Scheduling, Supervising (maintaining the quality of work, delegating and assigning tasks), and High-level Grooming (finishing work, detailed grooming, scissor-work, and condition reports).

Experience: 10+ years of grooming experience. Owner/operating of The Groom Room since 2019.

Pay/hours: \$600 per week, full time

Employees:

Office Manager- Victoria Hofer

Duties & Responsibilities: Client management (communication, scheduling, will take on kennel scheduling.), Inventory (purchasing grooming supplies, managing retail, purchasing office supplies) Will take on employee scheduling. Advertising- social media management. Special projects (promotions, holiday decorating) Gained Experience: 2+ yrs

Pay/hours: \$15 per hour; 28 hours per week, moving to full time in September

Groomers Apprentice- Alina Ghanavati

Bathing and grooming dogs. Clipping dogs to conform to a variety of breed-specific standard styles. Detangling and removing matted hair. Drying the coat. Checking for parasites and other skin conditions. Clean cages, work stations including vent filters, drains, tubs, tables, and basic equipment care including cleaning blades, clippers, brushes, etc.

Once they are able to do finishing work to the satisfaction of the owner, training is complete (typically takes about a year to meet satisfactory requirements). Continued education may be required to maintain industry-standard grooming.

pay/hours: \$10/hr, 10-12 hrs/wk

Bathers- Kim Raisanen, Leah Mager

Duties & Responsibilities: Bathing and drying dogs. Cleaning the shop, including vacuuming and mopping floors, Clean cages, work stations including vent filters, drains, tubs, tables, and basic equipment care including cleaning blades, clippers, brushes, etc. Both are part time

pay/hours: Kim \$13.50/hr, 20hrs/wk; Leah \$10/hr, 10-15hrs/w

Timeline For Additional Employees

As we open the new location and kennel, we will need to hire additional part time employees to take care of the animals. We anticipate the need for 6-10 part time employees to run the kennel, starting at \$12/hr. There will be 4-5 workers on site during business hours, 8am to 6pm, Monday-Saturday, 1-2 workers M-F 6pm to 10pm and all day on Sundays, and 1 worker 10pm to 8am 7 days per week. Eventually, we would like to hire 2 more groomers to satisfy the needs of our growing clientele, and allow for the owner, Amanda, to take more of an administrative role, and focus on training and business owner responsibilities.

Financials:

We will use the Square POS system to track sales and work with the service team members to identify all anticipated incomes and expenses, in order to maintain an accurate budget and set yearly sales benchmarks to achieve the company goals.

Year-end taxes will be handled by:

U.P. Tax & Accounting

1604 Division St

Marquette, Michigan 49855

Tel: 906-226-9574

FREE tax hotline: 906-228-2937

uptaxmqt@gmail.com

Contact Person: James L Heikkinen

Record-Keeping:

Day-to-day accounting to be performed by POS Square System for all income categories. We have expanded the use of Square for use with payroll, online scheduling and clientele management to assist with administrative processes. We track our business expenses in an excel spreadsheet, which we developed for our business financial forecasts. We will use the excel sheet and Square to reconcile our bank statements on a monthly basis.

Legal Structure:

The Groom Room is structured as an LLC and is formally named Groom Room Negaunee LLC. We have structured as an LLC to protect the personal assets of the owner-operator as well as claim the name Groom Room Negaunee LLC with the State of Michigan. Amanda Ghanavati is the owner/operator.

See attached Groom Room Negaunee LLC articles of organization, operating agreements, and FEIN information (FEIN number: 88-1894550)

Insurance:

Business liability insurance handled by Elder agency and workman's compensation by Gauthier Insurance. This will cover any injury that might occur to staff or clients (pets or patrons), equipment damages, and building damages.

Elder Agency- Shelly Malay

500 S 3rd St, Marquette, MI 49855

Phone (906) 228-9292

Gauthier Insurance- Rachel Shellum

219 S Main St, Ishpeming, MI 49849

Phone: (906) 485-6391